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<b>UTILITY PATENT APPLICATION TRANSMITTAL</b> (New Nonprovisional Applications Under 37 CFR § 1.53(b))	Attorney Docket No. <u>MS-137850.1</u>
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**TO THE ASSISTANT COMMISSIONER FOR PATENTS:**

Transmitted herewith is a patent application identified as follows:

First-named inventor: Dean J. Blackketter

Title: "METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE ADVERTISING USING  
REMOTE ADVERTISING TEMPLATES"

(X) Original Patent Application.

( ) Continuing Application (prior application not abandoned):

( ) Continuation ( ) Divisional ( ) Continuation-in-part (CIP)  
of prior application No: \_\_\_\_\_ Filed on: \_\_\_\_\_

( ) A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

- 19 pages of Specification and Title Page
- 6 pages Claims
- 1 page Abstract
- 6 pages of Formal Drawings
- 3 pages Declaration/Power of Attorney (unsigned)
- X Transmittal letter (in duplicate)
- X A check for filing fee (\$1,048.00)
- X Return Receipt Postcard

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
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Assignment Recording Fee				\$0.00
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1           METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE  
2           ADVERTISING USING REMOTE ADVERTISING TEMPLATES

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7  
8           TECHNICAL FIELD

9           The invention relates generally to supplementing  
10          broadcast television programming with interactive content,  
11          and in particular to interactive advertising.

12  
13          BACKGROUND OF THE INVENTION

14          The Internet is a worldwide collection of networks and  
15          gateways. The Internet includes a backbone of high-speed  
16          data communication lines between major nodes, consisting of  
17          thousands of commercial, government, educational, and other  
18          computer systems, that route data and messages. The  
19          WorldWide Web (the Web) is a collection of formatted  
20          hypertext pages located on numerous computer systems around  
21          the world that are logically connected by the Internet.  
22          The Web has become a valuable information resource.

23          Web browsers, software providing user interfaces to  
24          the Web, allow individuals to access Internet content from  
25          personal computers. Internet terminals, such as those  
26          pioneered by WebTV Networks, Inc., the assignee of the  
27          present invention, have made the Web accessible to an even  
28          larger segment of the population by providing Web access  
29          without a personal computer. Internet terminals (also  
30          commonly referred to as set-top boxes) provide Web access

1 using an ordinary television (TV) set as a display and a  
2 remote control or wireless keyboard for user input.

3 Figure 1 illustrates a basic configuration of a network  
4 100 that includes Internet and broadcast-television  
5 components. Network 100 includes a pair of clients 110 and  
6 a receiver/client 112. Receiver/client 112 is so named  
7 because it operates both as a television receiver and as an  
8 Internet client. Hereafter, receiver/client 112 is  
9 referred to as receiver 112 for simplicity.

10 Clients 110 and receiver 112 are coupled to a modem  
11 pool 120 via direct-dial, bi-directional data connections  
12 130, which may be telephone (POTS, i.e., "plain old  
13 telephone service"), cable, satellite forward channels,  
14 ISDN (Integrated Services Digital Network), or any other  
15 similar type of connection. Modem pool 120 is typically  
16 coupled to a number of remote servers 140 via a network  
17 infrastructure, such as the Internet 160. An additional  
18 server 150 specifically supports receiver 112.

19 Clients 110 and receiver 112 communicate bi-  
20 directionally with servers 140 and 150 through modem pool  
21 120 and the Internet 160. Modem pool 120 is typical of  
22 those found today throughout the world providing access to  
23 the Internet and private networks. In addition to  
24 communicating with servers 140 and 150, receiver 112  
25 receives broadcast data and video from a broadcast  
26 television network 170 via, e.g., antennas 175. Broadcast  
27 television can be delivered using many mediums, including  
28 terrestrial (i.e., "over-the-air") broadcast, cable  
29 transmission, satellite transmission, or computer networks.

30 Figure 2 illustrates an embodiment of receiver 112.  
31 Receiver 112 includes set-top box 200, an ordinary analog  
32 television set 210, and a remote control 220. Set-top box

1 200 may be integrated with television set 210. Television  
2 set 210 displays video data, including a graphical user  
3 interface, conveyed from set-top box 200 by a video link  
4 230. Video link 230 is an RF (radio frequency), S-video,  
5 composite video, or other video link.

6 Set-top box 200 includes hardware and software for  
7 receiving and decoding a broadcast video signal 240, such  
8 as an NTSC, PAL, SECAM, or other TV system video signal,  
9 and for providing video data to the television set via  
10 video link 230. Set-top box 200 also includes hardware  
11 and/or software for providing a user with a graphical user  
12 interface 250 capable of displaying Web pages (e.g., HTML  
13 or XML pages) and broadcast video. User interface 250 can  
14 notify the user of the presence of encoded data embedded in  
15 the video signal. The notification may be audible, visual,  
16 or a combination of the two. For example, user interface  
17 250 might temporarily display an icon in a portion of the  
18 screen.

19 Set-top box 200 may include both a standard modem and  
20 an ISDN modem, such that the communication link between  
21 set-top box 200 and server 150 (Figure 1) can be either a  
22 telephone (POTS) connection 260 or an ISDN connection 270.  
23 Set-top box 200 receives power through a power line 280.

24 A user operates remote control 220 to control set-top  
25 box 200 in browsing the Web, sending e-mail, and performing  
26 other Internet-related functions. Set-top box 200 receives  
27 commands from remote control 220 via an infrared (IR)  
28 communication link 290. A keyboard (not shown) may also be  
29 included.

30

## EXEMPLARY RECEIVER SYSTEM ARCHITECTURE

Figure 3 is a block diagram illustrating internal features of set-top box 200. A processing unit, such as central processing unit (CPU) 300, and an Application-Specific Integrated Circuit (ASIC) 310 control set-top box 200. ASIC 310 contains circuitry that implements certain features provided by set-top box 200. ASIC 310 is coupled to an audio digital-to-analog converter (DAC) 320 that provides audio output to television 210. ASIC 310 connects to a video encoder 330 that provides video output to television 210. An IR interface 335 detects IR signals transmitted by remote control 220 and, in response, provides corresponding electrical signals to ASIC 310. A standard telephone modem 340 and/or an ISDN modem 342 coupled to ASIC 310 provide connections 260 and 270, respectively, to the Internet.

A television interface (TV I/F) 345 conveys broadcast video signals to ASIC 310. ASIC 310 in turn presents video data carried in broadcast video signal 240 to a viewer of TV 210. TV interface 345 also extracts other data that may be embedded in the video signal. The data so extracted, or a portion thereof, may be displayed concurrently with a television program. For example, analog broadcast signals typically include a portion known as the vertical blanking interval (VBI) that includes a data-service channel for transmitting, among other things, closed-captioning information. TV interface 345 extracts data inserted into the VBI for display on TV 210.

Set-top box 200 also includes read-only Memory (ROM) 350, random-access memory 355, and a mass storage device 360. ROM 350 stores program code for application software executed by CPU 300. RAM 355 serves as temporary storage

1 for CPU 300 as CPU 300 executes instructions. Mass storage  
2 device 360 may be used to input software or data to set-top  
3 box 200 or to store information received either from  
4 network connections or from broadcast signals. Mass  
5 storage device 360 includes any suitable data storage  
6 medium, such as magnetic tapes, magnetic disks, and optical  
7 disks.

8 A number of companies support appliances similar to  
9 receiver 112 to enhance broadcast television with Internet  
10 content. Unfortunately, the bandwidth of the VBI is  
11 limited, so content-rich Web pages or other interactive  
12 resources can be slow to broadcast. Consequently, content  
13 updates can be undesirably slow. This speed limitation is  
14 particularly important to advertisers, who must provide the  
15 user an interactive experience in the time span of a  
16 fifteen- or thirty-second commercial.

17 As discussed above, some receivers include telephone  
18 connections that may be used in place of or as a supplement  
19 to the VBI. Such connections do not solve the  
20 advertisement bandwidth problems entirely, however, because  
21 not all users have access to or are willing to maintain a  
22 dial-up connection. Further, establishing a dial-up  
23 connection generally takes too long to be practical during  
24 a commercial. Thus, the VBI bandwidth limitation is a  
25 barrier to effective interactive advertising.

26

## 27 SUMMARY OF THE INVENTION

28 The present invention addresses the bandwidth barrier  
29 to effective interactive advertising. In one embodiment,  
30 one or more advertisement templates are stored on a number  
31 of remote receivers. The templates include formatting  
32 information and fields into which can be inserted

1 predefined types of information. For example, a selected  
2 template may be adapted to receive and display an  
3 advertiser's name, product, and a hyperlink to the  
4 advertiser's web site. A local identifier assigned to each  
5 template uniquely identifies the template on every  
6 receiver.

7 In accordance with the invention, broadcasters create  
8 advertisement summaries that include information for  
9 display by a selected template. The advertisement summary  
10 includes a resource identifier identical to that of the  
11 selected template and specific information for insertion  
12 into various fields of the selected template. Broadcasters  
13 then broadcast the advertisement summary, typically in a  
14 data service channel of a broadcast video signal.  
15 Receivers in which the selected template is stored combine  
16 the information presented in the advertisement summary with  
17 the formatting information of the template to produce and  
18 display a custom advertisement. The advertisement summary  
19 typically contains far less information than the resulting  
20 custom advertisement. Custom advertisements can therefore  
21 be presented to viewers in a timely fashion without an  
22 Internet connection.

23 In one embodiment of the invention, the data service  
24 channel is a captioning service channel. Captioning  
25 service channels have low bandwidths. Broadcasting  
26 advertisement summaries in a captioning service channel is  
27 nevertheless desirable because captioning service channels  
28 generally offer very reliable communication. Some  
29 embodiments further enhance reliability using a checksum  
30 inserted into the advertisement summary.

31 The invention is embodied in machine-readable mediums  
32 having stored thereon data representing sequences of

1 instructions. These instructions, when executed by a  
2 processor, cause the processor to embed advertisement  
3 summaries in a data service channel of a signal. Other  
4 instruction sequences executed on remote receivers combine  
5 the advertisement summaries with local advertisement  
6 templates and display the resulting custom advertisements.  
7 The custom advertisements can include dynamic Internet  
8 content to provide viewers with interactive advertising  
9 experiences.

10 Other features of the present invention will be  
11 apparent from the accompanying drawings and from the  
12 detailed description that follows.

#### 13 14 BRIEF DESCRIPTION OF THE DRAWINGS

15 Figure 1 (prior art) illustrates a basic configuration  
16 of an Internet system network 100.

17 Figure 2 (prior art) illustrates an embodiment of a  
18 receiver/client 112 for displaying broadcast television and  
19 Internet content.

20 Figure 3 (prior art) is a block diagram illustrating  
21 internal features of a set-top box 200.

22 Figure 4 illustrates a communication system 400 in  
23 which a broadcaster 405 communicates with a conventional  
24 television set 410 via a broadcast video signal 415 and a  
25 bi-directional network connection through the Internet 420.

26 Figure 5 is a flowchart 500 depicting a method  
27 employed by a content creator to broadcast advertisement  
28 summaries to advertisement templates stored locally on a  
29 number of remote receivers.

30 Figure 6 is a flowchart 600 depicting a method  
31 performed by a receiver configured in accordance with the  
32 invention to respond to advertisement summaries.



1

2 DETAILED DESCRIPTION OF THE INVENTION

3 Figure 4 illustrates a communication system 400 in  
4 which a broadcaster 405 communicates with a television set  
5 410 via a broadcast video signal 415 and with a receiver  
6 417 via broadcast video signal 415 and a bi-directional  
7 network connection 416 through the Internet 420. Internet  
8 420 is understood to include all required modems, lines,  
9 and other components.

10 Receiver 417 includes a second television set 435  
11 connected via a video line 440 to a set-top box 445 similar  
12 to set-top box 200 of Figures 2 and 3. Television set 435  
13 and set-top box 445 work together to display Web pages,  
14 broadcast television, or both. Web pages are typically  
15 downloaded over the Internet 420, but may also be received  
16 from a broadcast television signal or retrieved from a  
17 local memory source, such as a disk drive 450 in set-top  
18 box 445. Set-top box 445 stores Web pages locally in each  
19 case.

20 Receiver 417 and television set 410 each show, for  
21 illustrative purposes, a broadcast television commercial  
22 sponsored by a cruise line. In accordance with the  
23 invention, a portion of television set 435 in receiver 417  
24 additionally displays an interactive custom advertisement  
25 460 related to the commercial.

26 A displayed television program need not be related to  
27 a simultaneously displayed advertisement. For example,  
28 television 435 can simultaneously display a sports program  
29 and a clothing advertisement. Furthermore, the invention  
30 is not limited to advertisements. Custom advertisement 460  
31 can be substituted for a field displaying sports scores,

1 local weather, or television channel information, to name  
2 just a few possibilities.

3 The bandwidth of the data-service channels of  
4 broadcast video signal 415 is limited. Moreover, some of  
5 that bandwidth may be used to provide closed captioning and  
6 other data services. The available bandwidth may therefore  
7 be too limited to transmit the data required to render  
8 custom advertisement 460 in a timely fashion, for example  
9 during the first few seconds of a 15- or 30-second  
10 commercial. The present invention overcomes this bandwidth  
11 limitation, enabling content providers to quickly present  
12 viewers with interactive custom advertisements or other  
13 interactive content.

14 Disk drive 450, or some other storage medium, includes  
15 an advertisement template 465, which in turn includes  
16 generic interactive content. For example, advertisement  
17 465 includes a title field 470, a description field 475, a  
18 URI field 480, and a form-entry field 483. As discussed  
19 below, these fields are adapted to accept custom  
20 advertising information that allows a sponsor to solicit  
21 email addresses from interested viewers. Other embodiments  
22 include additional advertisement templates -- each with a  
23 unique resource identifier -- that offer different  
24 configurations for sponsors' ads. Different templates may  
25 offer different font options, different numbers and sizes  
26 of text boxes, and different color and transparency  
27 options, for example.

28 Broadcaster 405 can broadcast an advertisement summary  
29 as a trigger directed to advertisement template 465. In  
30 the example, the advertisement summary communicates a  
31 sponsor's name and solicits a viewer's email address. Set-  
32 top box 445 combines template 465 with the advertisement

1 summary and displays the result as custom advertisement  
 2 460. Custom advertisement 460 includes a form field 490  
 3 into which a viewer can enter his or her email address to  
 4 request additional information about the advertised cruise.  
 5 The viewer can then submit the email address by selecting a  
 6 "submit" button 493 using, e.g., a mouse or remote control.  
 7 The sponsor, "Ship Trips" in the example, could then send  
 8 the viewer additional information from a server 495 that  
 9 Ship Trips maintains.

10 The following text is exemplary HTML code for  
 11 advertisement template 465.

```

12
13     <HTML>
14     <HEAD>
15     <SCRIPT LANGUAGE="JavaScript">
16     function setup(title, description, field, uri)
17     {
18         document.write(
19             "<B>" + title + "</B><BR>"
20             + "<FORM action=" + uri + ">"
21             + description
22             + "<INPUT TYPE=text NAME=" + field + ">"
23             + "<INPUT TYPE=submit></FORM>"
24         )
25     }
26     </SCRIPT>
27     </HEAD>
28     <BODY BGCOLOR="#ff0000">
29     <! Embed TV here>
30     <IMG SRC="tv:" height=300 width=400>
31     <BR>
32     </BODY>
  
```

1           </HTML>

2

3   Advertising template 465 can be loaded into set-top box 440  
4   via an Internet connection, the VBI, or by any other  
5   conventional means. Once set-top box 440 has advertisement  
6   template 465 in local memory, broadcaster 405 can broadcast  
7   an advertisement summary directed to template 465.  
8   Receiver 417 can then combine the information in the  
9   advertisement summary with that of template 465 to create  
10   and display a custom advertisement (e.g., custom  
11   advertisement 460).

12        Advertisement template 465 is relatively simple:  
13   other, more complex, templates can easily be imagined.  
14   Such templates can be sufficiently complex that the data  
15   used to represent custom advertisements is too great to  
16   transmit during a broadcast television commercial or other  
17   time-limited program. That is, the data required to  
18   represent the custom advertisement is greater than the  
19   product of the available bandwidth and the duration of the  
20   program. Furthermore, viewers may not have sufficient time  
21   to interact with displayed content even where custom  
22   advertisements can be transmitted within the timeframe of a  
23   program. In either case, broadcasting summaries to be  
24   combined with local templates increases the time during  
25   which viewers may interact with a custom advertisement, and  
26   consequently increases the probability that viewers will  
27   interact with an advertisement.

28        Over time, particular advertisement templates may  
29   become obsolete. Some templates therefore include a time  
30   stamp that stores the date that the template was last used.  
31   Templates that have not been used for a specified time can  
32   then be deleted to save space in local memory.

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## ADVERTISEMENT SUMMARIES

Advertisement summaries are trigger messages, or "triggers," broadcast to receivers of broadcast video. Such triggers generally instruct receivers to take a specific action to synchronize the content of a Web page with a broadcast television program. For purposes of the present invention, advertisement summaries are triggers that (1) are addressed to templates stored in remote receivers, and (2) include custom advertisement information to be combined with templates to create a custom advertisement.

Advertisement summaries include a resource identifier and one or more attribute/value pairs. The resource identifier addresses a particular template, while the attributes identify fields within the template into which the values are inserted. Advertisement summaries may be transmitted in the VBI of a broadcast video signal. The text service channels of line 21 of the VBI provide a robust communication medium, albeit at relatively low bandwidth. In some embodiments of the invention, advertisement summaries are text based, and their syntax follows a basic format that complies with the Electronic Industries Association EIA-746A, "Transport of Internet Uniform Resource Locator (URL) Information Using Text-2 (T-2) Service" (September 1998). EIA-746A defines the formatting necessary to transmit Internet URLs using the vertical-blanking interval of a broadcast television signal, and is incorporated herein by reference. URLs are a conventional type of universal resource identifier, or "URI," which is a character string used to identify a resource, such as a file. Other types of URIs include

1 local identifiers (LIDs), and universal resource names  
2 (URNs).

3 In one embodiment that complies with EIA-746A, each  
4 advertisement summary includes a URI, or universal resource  
5 identifier, followed by zero or more attribute/value pairs  
6 and an optional checksum, as follows:

7  
8 `<uri> [attr1:val1] [attr2:val2] ... [attrn:valn] [checksum]`  
9

10 The URI is enclosed in angle brackets. For example, the  
11 URI "lid://www.webtv.net/template/info" might identify  
12 template 465.

13 The following is an exemplary advertising summary for  
14 combining with the foregoing HTML template to create custom  
15 advertisement 460 of Figure 4:

16  
17 `<lid://www.webtv.net/template/info> [name:More about`  
18 `Ship Trips] [script:setup("SHIP TRIPS", "your email:",`  
19 `"email", "http://shiptrips.com/emailinfo")]` [12ab]  
20

21 The "lid" field includes a URI that identifies the target  
22 advertisement template. The sponsor parameter "SHIP TRIPS"  
23 passed with the script attribute allows a sponsor to fill  
24 in title field 470 with the sponsor's identity. Similarly,  
25 description and URI parameters allow the sponsor to fill in  
26 respective description and URI fields 475 and 480. The  
27 sponsor and description parameters provide viewers with  
28 readable text 485, while the URI parameter provides viewers  
29 with a hyperlink 490 to additional information of interest.  
30 For example, a viewer might select hyperlink 490 to  
31 establish an Internet connection to server 495 to obtain  
32 additional information about the advertised cruise.

1       The attributes discussed above are exemplary. Other  
2 useful attributes include color, font style, font size,  
3 transparency, texture, advertisement size, and  
4 advertisement position. The templates might also include a  
5 number of predefined logos that could be selected using a  
6 "logo" attribute that accepts a value corresponding to a  
7 desired logo. For example, the Microsoft Windows™ logo  
8 might be displayed when the logo attribute is provided with  
9 an ASCII number 5.

10       The duration of a typical television commercial limits  
11 the amount of time that a custom advertisement should be  
12 displayed. Referring to the example of Figure 4, for  
13 example, custom advertisement 460 should not carry over  
14 into a subsequent commercial. Thus, some embodiments  
15 include a "time-out" attribute that allows the author of an  
16 advertisement summary to determine the longevity of a given  
17 custom advertisement. Alternatively, custom advertisements  
18 could be removed using a trigger. Advertisers may provide  
19 such a trigger at the beginning of a commercial to ensure  
20 that templates associated with previous commercials are  
21 removed.

22       Conventional interactive television typically prompts  
23 the viewer to determine whether the viewer is interested in  
24 interactive content before presenting the interactive  
25 content. Sponsors may wish to provide the interactive  
26 custom advertisement to viewers without first seeking  
27 permission to do so. Thus, one embodiment includes and  
28 "auto" attribute that allows a content creator to specify  
29 whether a custom advertisement should be automatically  
30 presented to the viewer or should be presented only if the  
31 viewer seeks additional information.

1       A checksum may be appended to the end of the logical  
2 address link to detect data corruption that may occur  
3 during receipt or transmission of a trigger. A two-byte  
4 hexadecimal checksum is employed such as a checksum that  
5 would be produced by the standard TCP/IP checksum algorithm  
6 described in Request For Comments (RFC) 719, "Internet  
7 Protocol," September 1981, which is incorporated herein by  
8 reference. According to one embodiment, the checksum is  
9 computed by pairing adjacent characters in the string  
10 (starting with the first delimiter) to form 16-bit  
11 integers. If there is an odd number of characters, the  
12 final character is paired with a byte value of zero. The  
13 checksum is computed such that the one's complement sum of  
14 all of the 16-bit integers plus the checksum equals the 16-  
15 bit integer with all 1 bits.

16

#### 17                   BROADCAST METHOD

18       Figure 5 is a flowchart 500 depicting a method  
19 employed by a content creator (e.g., a program producer,  
20 broadcaster, affiliate, cable company or satellite  
21 provider) to broadcast advertisement summaries to  
22 advertisement templates stored locally on a number of  
23 remote receivers.

24       The content creator, typically an employee of the  
25 sponsor, first creates an advertisement summary (step 510)  
26 using, for example, the syntax described above. The  
27 content creator then embeds the advertisement summary into  
28 a data service channel of a video signal to be broadcast  
29 (step 520). The video signal might represent a television  
30 commercial stored on videotape, for example. The sponsor  
31 then delivers the commercial to a broadcaster. Finally,



1 the broadcaster broadcasts the commercial, including the  
2 advertisement summary (step 530).

3 In one embodiment, the broadcast video signal is a  
4 National Television Standards Committee (NTSC) video signal  
5 including a vertical blanking interval (VBI), and the data  
6 service channel is selected from a captioning service  
7 channel of a text service channel. The video signal may  
8 also be Phase Alternate Lines (PAL), Sequential Couleur  
9 Avec Memoire (SECAM), High Definition Television (HDTV), or  
10 a digital video signal such as a Digital Video Broadcasting  
11 (DVB) signal or an Advanced Television Systems Committee  
12 (ATSC) signal. Where the broadcast video signal is NTSC  
13 video signal, the advertisement summary can be imbedded  
14 into line 21 of the vertical blanking interval (VBI). The  
15 protocols for broadcasting data in line 21 of the VBI call  
16 for relatively robust, low-speed communication. Higher  
17 bandwidth can be obtained using other lines of the VBI.

18 Advertisement summaries need not be provided with a  
19 commercial. Where desired, a content creator may embed one  
20 or more advertisement summaries into a captioning or text  
21 service packet of a video signal. This process may be  
22 repeated during video signal processing at each point along  
23 the video-signal distribution path.

24 The foregoing broadcast methods are embodied in  
25 machine-executable instructions, which can be used to cause  
26 a general-purpose or special-purpose processor programmed  
27 with the instructions to perform the steps. Alternatively,  
28 the steps might be performed by specific hardware  
29 components that contain hardwired logic for performing the  
30 steps, or by any combination of programmed computer  
31 components and dedicated hardware.

32

## RECEIVER METHOD

Figure 6 is a flowchart 600 depicting a method performed by a receiver configured in accordance with the invention to respond to advertisement summaries. First, the receiver stores an advertisement template in local memory (step 605). The receiver can obtain the resource from any number of information sources, such as from a server on the Internet, from a broadcast signal, or from a local memory device, such as a hard-disk drive or CD-ROM drive.

In one embodiment, the templates are Web pages (e.g., HTML or XML pages). The templates include a unique local resource identifier and formatting information. The templates may also include a script capable of receiving data from an advertisement summary and incorporating that data into the template. Alternatively, a script for incorporating data into the template may be included in the advertisement summary. In either case, the script might be written in a scripting language, such as JavaScript™, ECMAScript, JScript™, or VBScript. Such scripts allow content creators to dynamically alter the HTML content of the template.

Next, in step 610, the receiver monitors one or more broadcast channels for valid advertisement summaries directed to the stored advertisement template. For example, where the advertisement template is identified by an LID, the receiver monitors broadcast video for advertisement summaries that include an LID matching that of the advertisement template. A valid advertisement template is one that is encoded in a predetermined syntax, such as the syntax described above, and whose resource identifier and attribute/value pairs are not corrupted.

1 The above-described checksum is used to determine whether  
2 the resource identifier and attribute/value pairs are  
3 corrupted. The receiver ignores invalid advertisement  
4 summaries.

5 Upon receipt of a valid advertisement summary matching  
6 the advertisement template (step 620), the receiver  
7 determines whether the resource identifier associated with  
8 the advertisement summary matches that of an advertisement  
9 template stored in local memory (decision 630). If not,  
10 the receiver disregards the advertisement summary (step  
11 640) and continues monitoring the broadcast channel. In  
12 another embodiment, templates not found on the receiver can  
13 be retrieved from a remote server. Such an embodiment is  
14 particularly useful for receivers that have little local  
15 storage and/or high-bandwidth, on-demand Internet access.

16 If in step 630 the resource identifier matches that of  
17 an advertisement template stored in the receiver, then the  
18 receiver combines the information presented in the  
19 advertisement summary with the formatting information  
20 provided by the matching advertisement template (step 650).  
21 Combining the advertisement summary and advertisement  
22 template creates a custom advertisement. The receiver  
23 displays the custom advertisement (step 660) and continues  
24 monitoring the broadcast channel (step 610).

25 Some embodiments require an identical match in step  
26 630. Others select a best match. In one embodiment, for  
27 example, receivers might include advertisement templates  
28 dedicated to particular sponsors. Any advertisement  
29 summary generated by that sponsor would then call up that  
30 template. For example, any advertisement summary in which  
31 the sponsor name included the term "Microsoft" might cause  
32 a receiver to display a dedicated Microsoft template.

1       The foregoing receiver methods are embodied in  
2 machine-executable instructions, which can be used to cause  
3 a general-purpose or special-purpose processor programmed  
4 with the instructions to perform the steps. Alternatively,  
5 the steps might be performed by specific hardware  
6 components that contain hardwired logic for performing the  
7 steps, or by any combination of programmed computer  
8 components and dedicated hardware.

9       While the present invention has been described in  
10 connection with specific embodiments, variations of these  
11 embodiments will be apparent. Therefore, the spirit and  
12 scope of the appended claims should not be limited to the  
13 foregoing description.

1 CLAIMS

2 What is claimed is:

3

4 1. A method comprising:

5 a. storing, in a receiver, an advertisement template  
6 identified by a first resource identifier;

7 b. monitoring a data service channel of a broadcast  
8 signal for an advertisement summary, wherein the  
9 advertisement summary includes a second resource  
10 identifier and custom advertisement information;  
11 and

12 c. creating a custom advertisement using the  
13 advertisement template and the custom  
14 advertisement information if the second resource  
15 identifier matches the first resource identifier  
16 of the information resource.

17

18 2. The method of Claim 1, further comprising displaying  
19 the custom advertisement.

20

21 3. The method of Claim 1, wherein the custom  
22 advertisement information includes a third resource  
23 identifier.

24

25 4. The method of Claim 1, wherein the first and second  
26 resource identifiers are local resource identifiers.

27

28 5. A method for broadcasting interactive advertising  
29 content for display on a plurality of remote  
30 receivers, the method comprising:

31 a. storing an advertisement template in the  
32 plurality of remote receivers;

- 1           b.    embedding an advertisement summary in a data  
2                service channel of a video signal, the  
3                advertisement summary including:  
4                i.    a resource identifier unique to the  
5                      advertisement template; and  
6                ii.   custom advertisement information to combine  
7                      with the advertisement template to create a  
8                      custom advertisement; and  
9           c.    broadcasting the signal.
- 10
- 11   6.   The method of Claim 5, wherein the signal is broadcast  
12        to a second plurality of receivers in addition to the  
13        first-mentioned plurality of receivers, and wherein  
14        the information resource does not reside on the second  
15        plurality of receivers.
- 16
- 17   7.   The method of Claim 5, wherein the data service  
18        channel is a captioning service channel.
- 19
- 20   8.   The method of Claim 5, wherein the broadcast signal is  
21        a National Television Standards Committee (NTSC) video  
22        signal including a text or data-service channel.
- 23
- 24   9.   The method of Claim 8, wherein the data service  
25        channel is line 21 of the NTSC video signal.
- 26
- 27   10.   The method of Claim 9, wherein the broadcast video  
28        signal is selected from a group consisting of Phase  
29        Alternate Lines (PAL), Sequential Couleur Avec Memoire  
30        (SECAM), High Definition Television (HDTV), a Digital  
31        Video Broadcasting (DVB) signal, or an Advanced  
32        Television Systems Committee (ATSC) signal.

1

2 11. The method of Claim 5, further comprising generating a  
3 checksum for the resource identifier and the  
4 advertisement summary and inserting the checksum into  
5 the advertisement summary.

6

7 12. A machine-readable medium having stored thereon data  
8 representing sequences of instructions, wherein the  
9 instructions, when executed by a processor, cause the  
10 processor to embed an advertisement summary in a data  
11 service channel of a signal, the advertisement summary  
12 including:

- 13 a. a resource identifier unique to an advertising  
14 template residing on a remote receiver; and  
15 b. custom advertisement information to combine with  
16 the advertisement template to create a custom  
17 advertisement.

18

19 13. A machine-readable medium having stored thereon data  
20 representing sequences of instructions, wherein the  
21 instructions, when executed by a processor, cause the  
22 processor to:

- 23 a. monitor a data service channel of a broadcast  
24 video signal for an advertisement summary,  
25 wherein the advertisement summary includes a  
26 resource identifier and custom advertisement  
27 information;  
28 b. combine the custom advertisement information with  
29 an advertisement template upon receipt of the  
30 advertisement summary, the combined advertisement  
31 information and advertisement template creating a  
32 custom advertisement; and

- 1           c.    display the custom advertisement.
- 2
- 3   14.   A system comprising:
- 4           a.    a broadcast signal source configured to broadcast
- 5                 a video signal in a broadcast video channel;
- 6           b.    a receiver tuned to receive the video signal and
- 7                 including local memory, wherein the local memory
- 8                 includes an advertisement template;
- 9           c.    means for embedding an advertisement summary
- 10                addressed to the advertisement template in the
- 11                video signal.
- 12
- 13   15.   The system of claim 14, wherein the receiver is
- 14           configured to combine information provided in the
- 15           advertisement summary with formatting information
- 16           provided in the advertisement template to produce a
- 17           custom advertisement.
- 18
- 19   16.   The system of claim 14, wherein the information
- 20           provided in the advertisement summary includes a
- 21           hyperlink.
- 22
- 23   17.   The system of claim 14, wherein the advertisement
- 24           template further comprises a time stamp.
- 25
- 26   18.   The system of claim 14, wherein the advertisement
- 27           summary includes a time-out attribute defining a time
- 28           to end the custom advertisement.
- 29
- 30   19.   The system of claim 14, wherein the advertisement
- 31           summary includes an attribute that determines at least
- 32           one of the color, font style, font size, transparency,



1 texture, advertisement size, and advertisement  
2 position of the custom advertisement.

3

4 20. The system of claim 14, wherein the advertisement  
5 summary includes a view attribute that determines  
6 whether the custom advertisement is displayed  
7 automatically without user intervention.

8

9 21. A system comprising:

- 10 a. a broadcast signal source configured to broadcast  
11 a program of a specified duration in a broadcast  
12 video signal having a data service channel that  
13 includes an available data bandwidth;
- 14 b. a receiver tuned to receive the program and  
15 including local memory, wherein the local memory  
16 contains a first set of data representing a  
17 template;
- 18 c. means for embedding a second set of data in the  
19 video signal and broadcasting the second set of  
20 data to the receiver, wherein the second set of  
21 data represents a trigger addressed to the  
22 template; and
- 23 d. means for combining the first and second sets of  
24 data to form a third set of data representing a  
25 video image for display on the receiver;
- 26 e. wherein the third set of data is greater than a  
27 product of the available data bandwidth and the  
28 specified duration of the program; and
- 29 f. wherein the first set of data is less than the  
30 product of the available data bandwidth and the  
31 specified duration of the program.

32

1 22. The system of claim 21, wherein the first set of data  
2 is less than one half of the product of the available  
3 data bandwidth and the specified duration of the  
4 program.

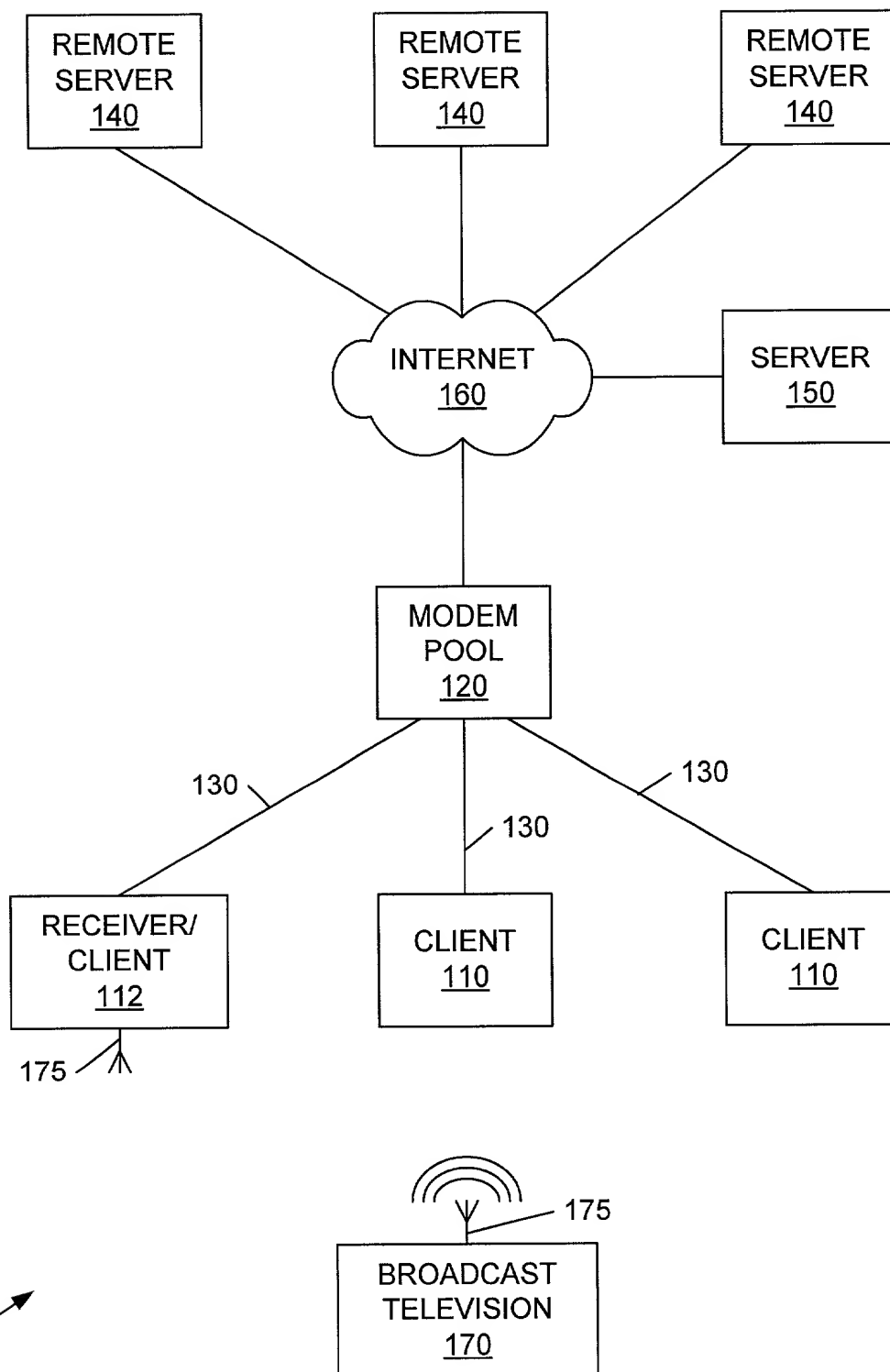
5

6 23. The system of claim 21, wherein the program is a  
7 television commercial advertisement.

1 ABSTRACT OF THE DISCLOSURE

2 Described are methods and apparatus for enhancing a  
3 television advertisement simultaneously displayed on a  
4 number of remote receivers. In one embodiment, one or more  
5 advertisement templates are stored in memory on each of the  
6 remote receivers. The templates include formatting  
7 information and data fields into which can be inserted  
8 predefined types of information. For example, a selected  
9 template may be adapted to receive and display an  
10 advertiser's name, product, and a hyperlink to the  
11 advertiser's web site. A content creator, (e.g., a program  
12 producer, broadcaster, affiliate, cable company or  
13 satellite provider), embeds an advertisement summary in a  
14 data service channel of a broadcast signal. The  
15 advertisement summary includes a resource identifier unique  
16 to a selected one of the advertisement templates. Upon  
17 receiving an advertisement summary directed to a resident  
18 advertisement template, the receiver combines custom  
19 advertisement information provided in the advertisement  
20 summary with formatting information provided in the  
21 advertisement template. The receiver employs the combined  
22 information to create and display a custom advertisement,  
23 which may include hyperlinks to additional produce or  
24 service information.

1/6



**FIG. 1**  
(PRIOR ART)

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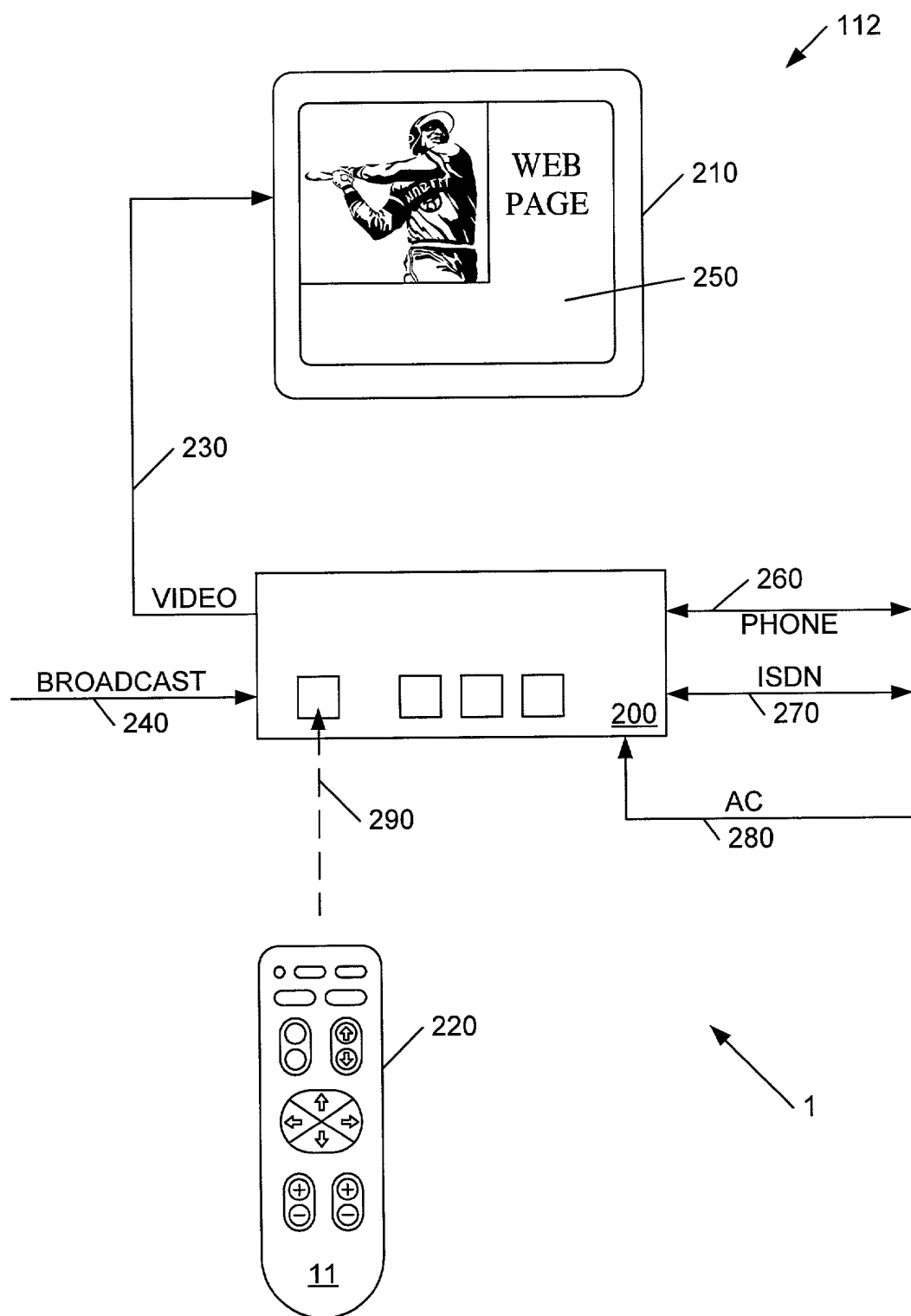


FIG. 2  
(PRIOR ART)

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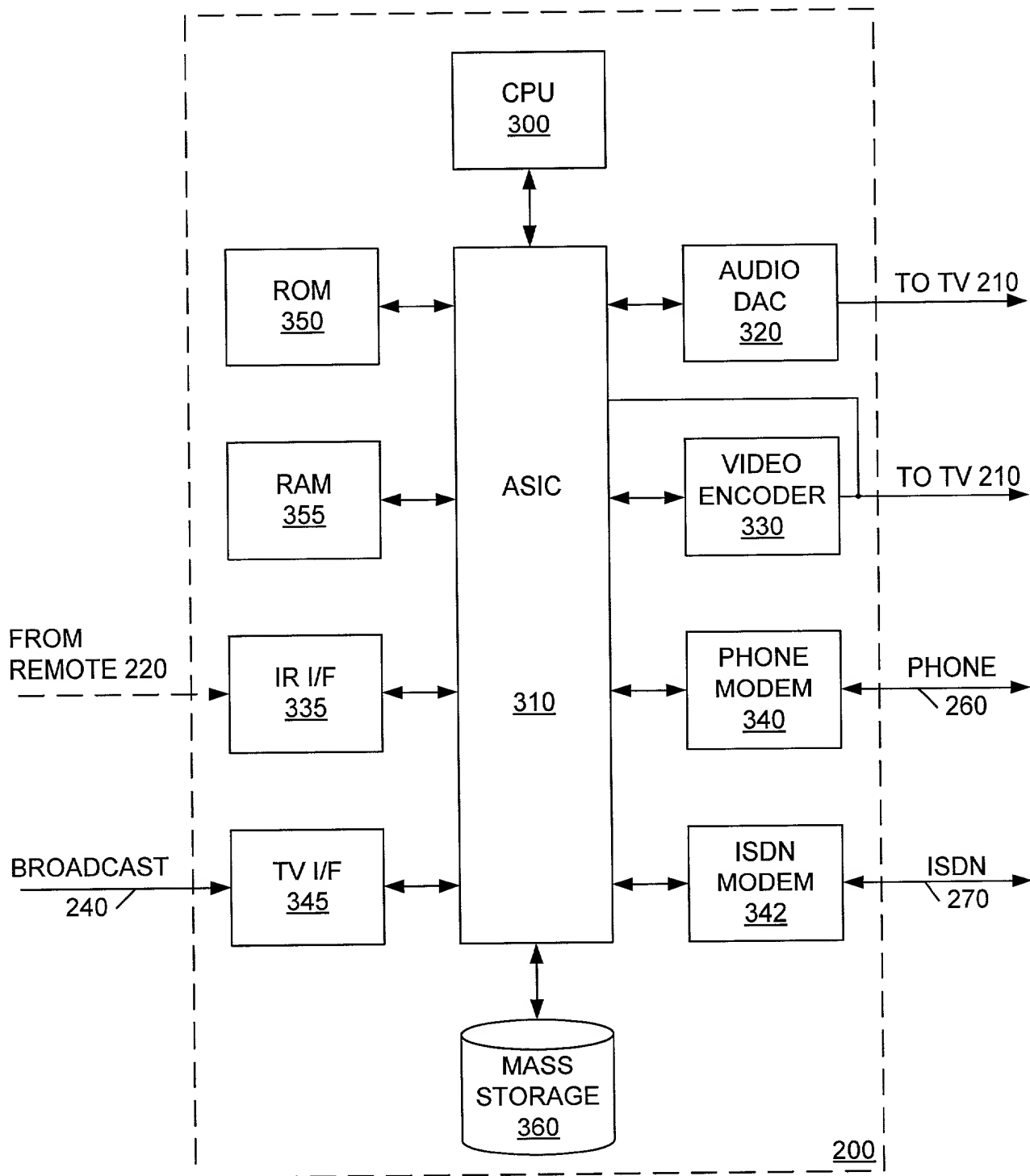


FIG. 3  
(PRIOR ART)

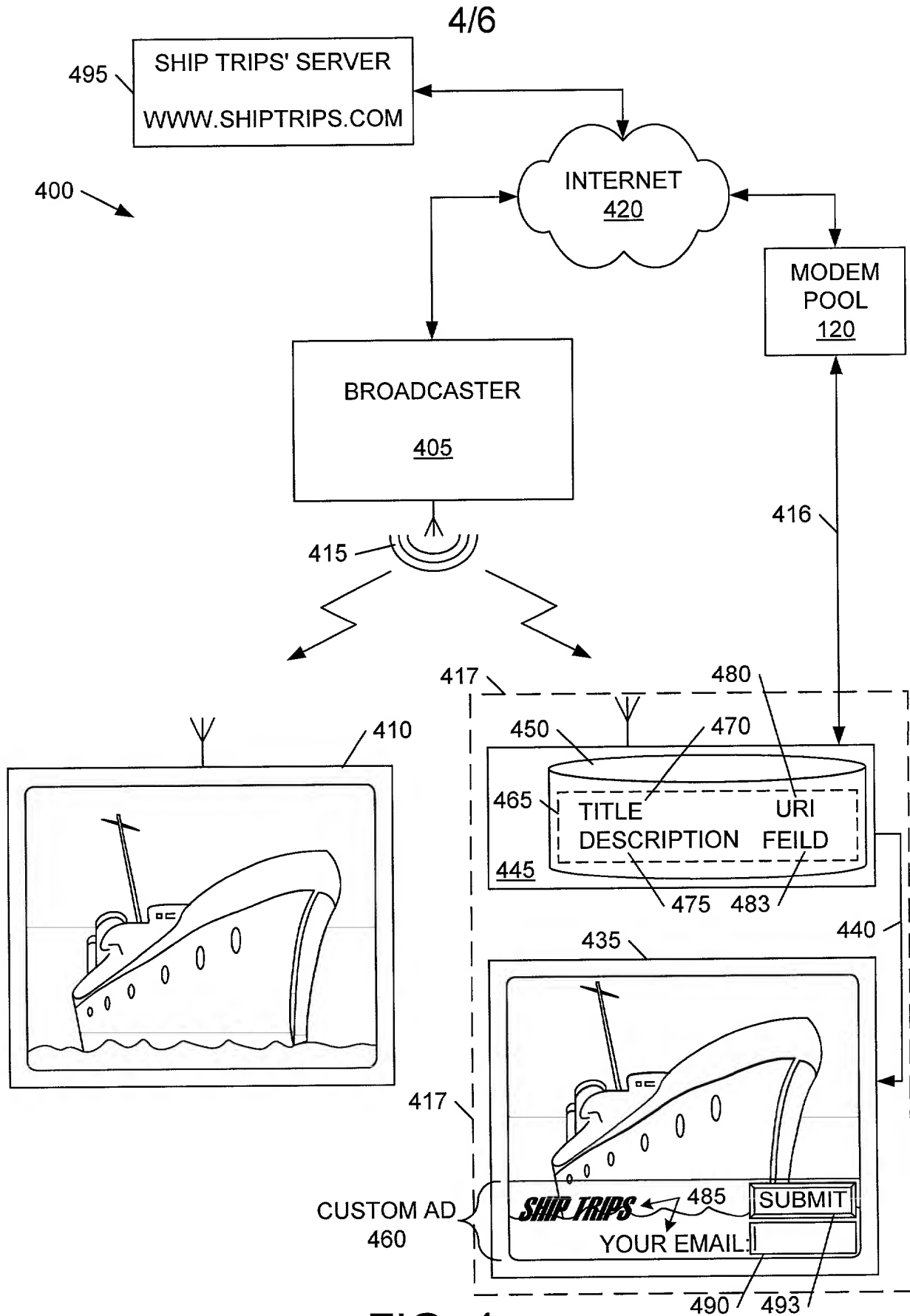


FIG. 4

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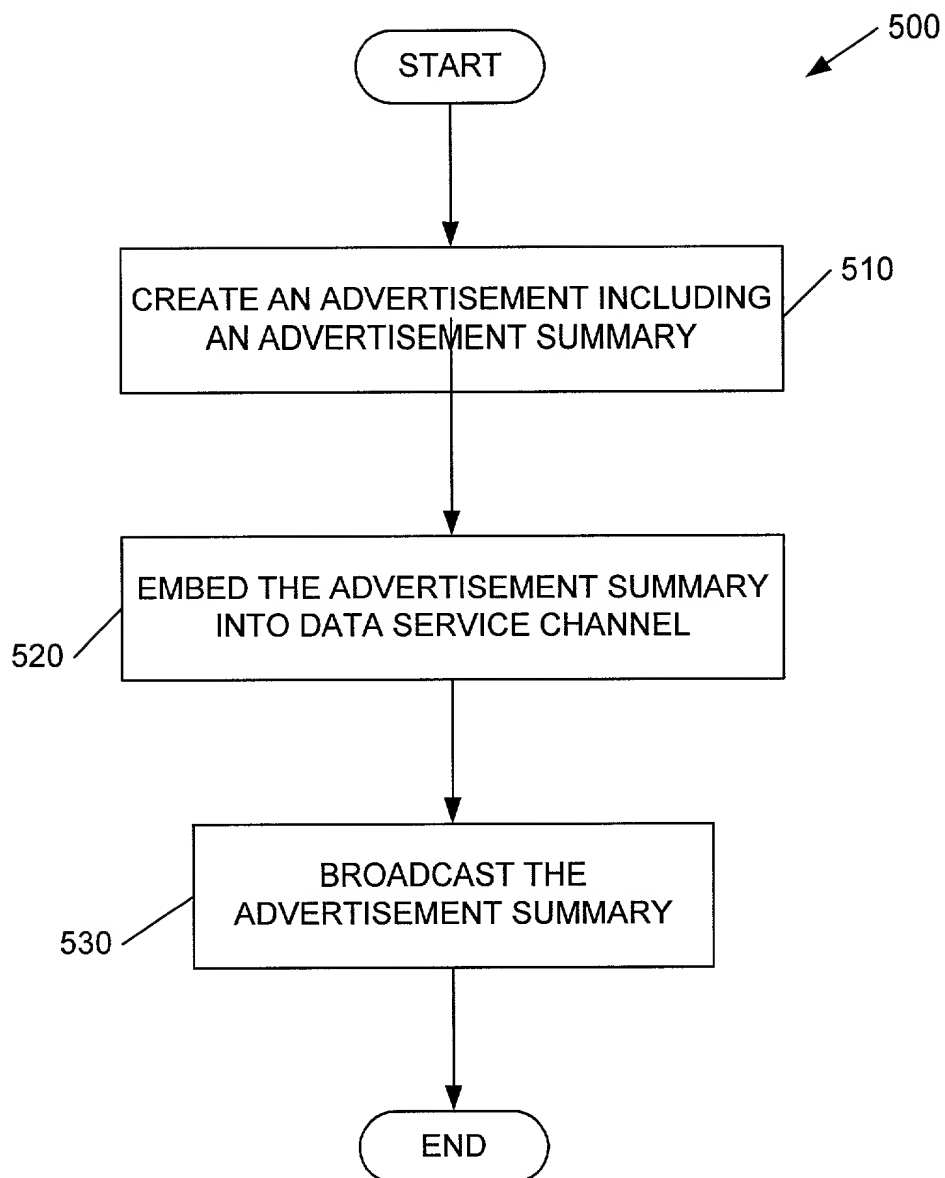


FIG. 5



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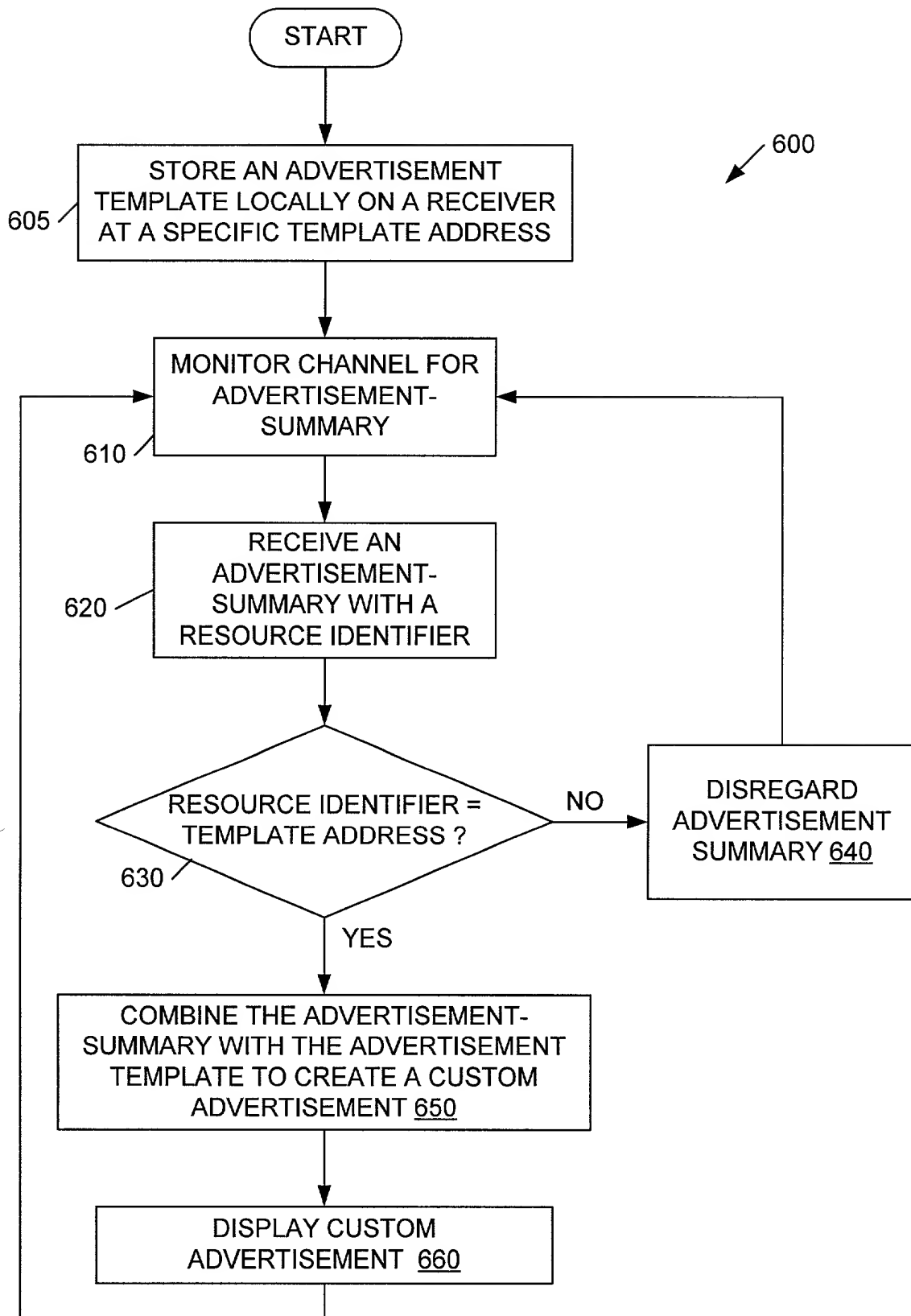


FIG. 6

**DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION**

As a below named inventor, I hereby declare that:

My residence, post-office address, and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below), or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought by way of the application entitled:

**"METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE ADVERTISING USING REMOTE ADVERTISING TEMPLATES"**

which (check) ☒ is attached hereto.  
☐ and is amended by the Preliminary Amendment attached hereto.  
☐ was filed on \_\_\_\_\_ as Application Serial No. \_\_\_\_\_  
☐ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

**Foreign Application(s) and/or Claim of Foreign Priority**

I hereby claim foreign priority benefits under Title 35, United States Code Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate, or any PCT international application(s) designating at least one country other than the United States of America listed below, and have also identified below any foreign application(s) for patent or inventor's certificate or an PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) on which priority is claimed:

APPLICATION NUMBER	COUNTRY	DAY/MONTH/YEAR FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
N/A			YES: _____ NO: _____
			YES: _____ NO: _____

**Provisional Application**

I hereby claim the benefit under Title 35, United States Code Section 119(e) of any United States provisional application(s) listed below:

APPLICATION SERIAL NUMBER	FILING DATE
N/A	

**U.S. Priority Claim**

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) or PCT international application(s) designating the United States of America listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of Title 35, United States Code Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which became available between the filing date of the prior application(s) and the national or PCT international filing date of this application:

APPLICATION SERIAL NUMBER	FILING DATE	STATUS (patented/pending/abandoned)
N/A		

**POWER OF ATTORNEY:**

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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**Inventor's Signature**

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**Date**